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CENTRAL INTELLIGENCE AGENCY

INFORMATION REPORT

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SUBJECT	Revision of Distribution Methods for Chinese Communist Publications	DATE DISTR.	5 August 1953
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1. In 1952 the Chinese Communists over-estimated the Chinese market demand for propaganda books and pamphlets and stockpiled too many publications of this type. By late 1952 Chinese Communist authorities were unloading propaganda publications on schools and organizations at a 30 to 50 percent discount; by February 1953, because they were failing to get rid of the large supply, they had revised the method of distribution. Under the new system the number of publications for nation-wide distribution was to be determined by the Chinese Communist Central Publication Bureau. This bureau would obtain records of the volume of book sales from all book stores in order to plan a more efficient distribution, determined by the local market demand. In February the Bureau had ordered the Hsin Hua (2450/5478) Book Stores at various points in China to produce their records of textbook sales to middle and high schools and to estimate the demand for other types of books.
2. Under the new system, periodicals which were formerly distributed to the public by the Publication Bureau were to be distributed by the Post and Telegraph Bureau. Various publications and distribution agencies having publications on hand which were previously received from the Publications Bureau were to turn them over to the Post and Telegraph Bureau for redistribution. Magazines, other than regularly published periodicals and some other types of papers, were to be continued to be distributed directly to the book stores by the Publication Bureau. Book stores were also to get their books and periodicals directly from the Publication Bureau.
3. Under the revised system the distribution fee of the periodical and its postal fee were to be combined. For periodicals, this combined fee, which included the cost of wrapping and postage, was to be 20 percent of the periodical subscription rate. The distribution fee for other magazines published at longer intervals would be 30 percent of the subscription rate. These prices were to be in effect for one year.

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- 2 -

4. The Chinese Communists were also trying to increase the efficiency of the distribution of propaganda publications by having all Post and Telegraph Bureaus and branch bureaus organize special distribution committees which would be responsible for dividing their respective areas into distribution zones and discovering means for increased sales of propaganda publications by book stores and street venders.

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